# We live in the Experience Economy

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou

# Where AI doesn't currently go...

**Expressive | Social | Emotional | Relationships**

Specific **NOT** General Purpose Intelligence

Intelligence **NOT** Emotional Intelligence

Reads Data **NOT** Humans

Unconscious **NOT** Conscious

Narrow AI **NOT** General AI

Low trust **NOT** High Trust

soul
machines

What if we made it easier for humans to interact with machines?
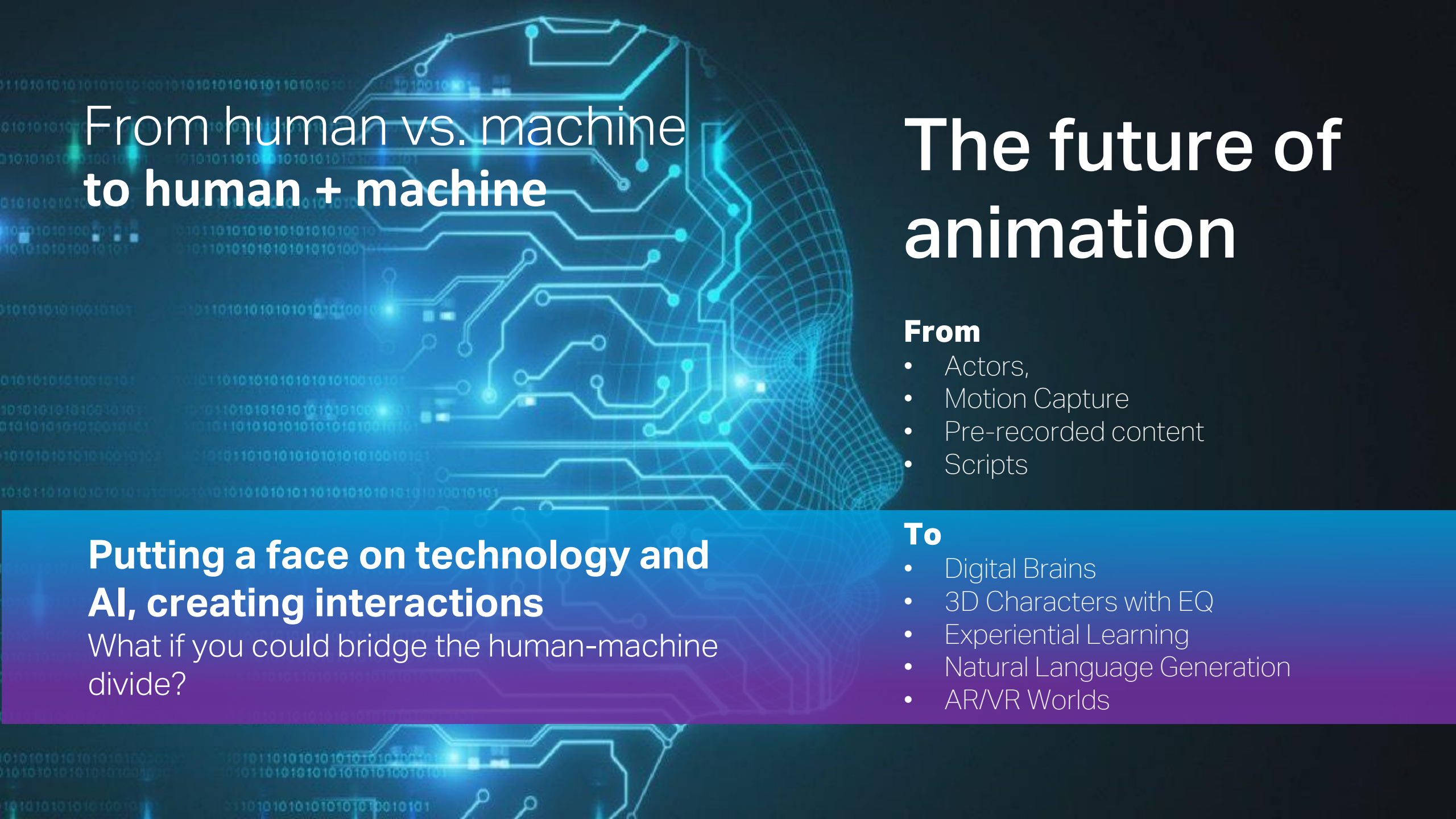
What if AI and machines easily related to humans?

What if machines could learn from the total interaction, not just data?

What if humans could affect the experience AI and machines create?

**What if this became a Human OS for AI?**

soul machines

# The future of animation

## From human vs. machine
## to human + machine

### From
- Actors,
- Motion Capture
- Pre-recorded content
- Scripts

### To
- Digital Brains
- 3D Characters with EQ
- Experiential Learning
- Natural Language Generation
- AR/VR Worlds

**Putting a face on technology and AI, creating interactions**
What if you could bridge the human-machine divide?

# We are creating the future of human to machine cooperation at the intersection of personalized interaction and specialized knowledge through:

a HumanOS For Artificial Intelligence

a Digital Brain and pioneering research in Experiential Learning

Creating Digital DNA to enable us to personalize and autonomously animate at scale

soul machines

# A Digital Brain modelled on research from some of the world's leading neuroscientists

Our Digital Brain simulates reflexive, emotional and cognitive processes which control attention, learning, sensing and the responsive actions of our digital human to autonomously synthesize human like behaviour in real time

**Core Control Systems**
- Digital Brain Stem
- Digital Limbic System
- Digital Cortex System

**Models of key Brain Functions and Capabilities**
- Attention
- Memory and Learning
- Sensing and Perception
- Emotion
- Communication and Language
- Action Control
- Curiosity and Creativity

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# Billions of Digital Humans

| | NOW<br>10,s of Soul Machines<br>10,000s conv/mnth | 1-3 Years<br>1,000s of Soul Machines<br>Millions of conv/mnth | 5+ Years<br>Millions of Soul Machines<br>Billions of Conv/mnth |
|---|---|---|---|
| **Financial Services** | FAQ<br>Digital Customer Service<br>HR Training | Digital Personal Bankers<br>Advisors | Personalized Financial<br>Advisors |
| **Automotive** | FAQ<br>Digital Sales<br>Customer Care | Single Brand / CX<br>Sales & Service | In-Car Digital Chauffeurs<br>New Interfaces |
| **Education** | STEM Tutorials<br>Online Learning | Digital Teachers | Personal Coaches |
| **Healthcare** | Frontline Health Service<br>Agent | Digital Health Professionals | Personal Wellness Advisors |
| **Brand & Celebrities** | Grand Master<br>Iconic Musician<br>Premier Football Club | Major Talent Agencies<br>Media, Entertainment &<br>Sports | AI + Artificial Humans Meet<br>AR/VR Robotics |
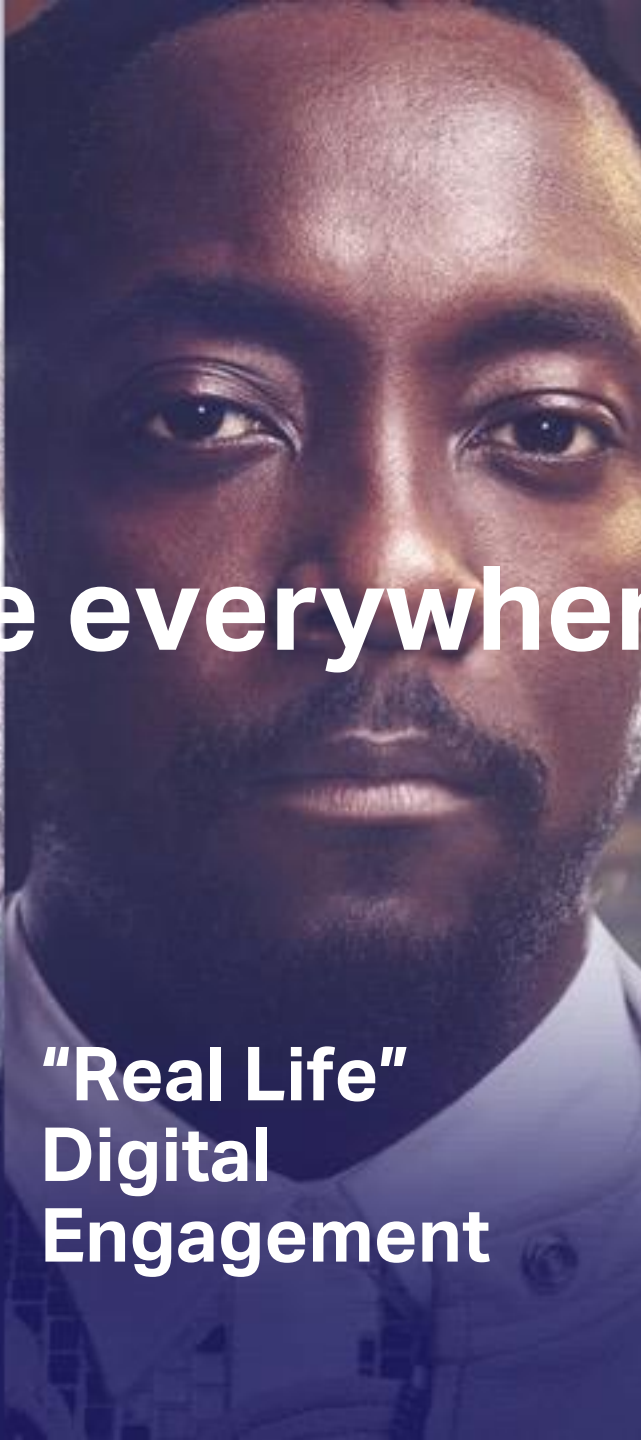
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Soul Machines will be everywhere AI meets a Human

A New Era of Digital Sponsorship

Legacy Defining Digital Immortalization

"Real Life" Digital Engagement

Digital Reincarnation

# Democratizing & Disrupting the Economics of Human Interaction

- Defining the UX for Artificial Intelligence

- Building the next enterprise Customer Experience - branding, marketing, advertising, sales and customer service

- Creating the future of non linear story telling and digital engagement in Film, Television and the AR/VR worlds we create

- Delivery of personalized education and healthcare to everyone everywhere

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